



International Business Certificate Program

Fall 2004



Presented by:

Riverside Community College, Center for International Trade Development
San Bernardino Community College, Professional Development Center (PDC)
U.S. Department of Commerce, Inland Empire Export Assistance Center
U.S. Small Business Administration, Export Trade Assistance Program (ETAP)
California Inland Empire District Export Council (CIEDEC)
Inland Empire International Business Association (IEIBA)



Comments about the Program:

"A wealth of knowledge and real world experience. A must for any company currently exporting, or planning to in the near future."

Brian T. Lynch, Senior Buyer
Monier Life Tile

"Very good and informative class. NAFTA information very helpful."

Joseph Lorenzana, Owner,
Aglor Enterprises

"Very good. Thank you. Keep up the good work."

Ana Moreno

"Excellent they were very informative and easy to understand"

Claudia Vega,
Customer Service, Endar

1. October 19 Develop an International Marketing Plan

8 am – noon: Learn how to utilize market research resources to develop your international marketing plan. This in-depth workshop will assist you in identifying the best potential markets, choosing a market entry strategy, determining the best pricing, and implementing the market strategy.

2. October 26 Export Transportation and Logistics

8 am – noon: This is a presentation on shipping products internationally designed to address day-to-day activities of the export department. Topics will include: definition of key trade terms, freight flow and freight costs, export documentation and export licenses, making correct quotations, and responsibilities of the seller & buyer with respect to transportation fees, insurance, theft, loss or damage.

3. November 02 NAFTA & Foreign-Trade Zone Seminar

8 am – noon: Learn how to accurately complete the NAFTA Certificate of Origin; NAFTA Rules of Origin and the Regional Value Content calculations; NAFTA country of origin markings; What is a foreign Trade Zone (FTZ)? Can my company benefit from a FTZ? Ask experts in the field specific questions regarding your products and services.

4. November 09 International Trade Finance

8 am – noon: This presentation will cover the international payment collection methods and their associated risks, including letter of credit and documentary collections. Learn how to leverage export loans & insurance to grow your international sales. Topics will include: export credit insurance and working capital.

5. November 16 International Agreements/Contracts

8 am – noon: Learn the common contract clauses, applicable laws, terminology and key negotiating points of entering into an international distributor or sales representative agreement. Topics will include: preparing a quotation for an International Sale of Goods, including general and specific provisions, and a comparison of CISG vs. UCC.

Workshop Location: Professional Development Center, 114 S. Del Rosa Drive, San Bernardino, CA 92408

Benefits: These workshops are designed for business professionals interested in gaining a better understanding of the complexities of international business. Upon completion of the program, a certificate will be awarded by the sponsors attesting to the fact that you have an understanding and appreciation for the characteristics of international business. This is a not-for-credit course; it is a prestigious certificate program.

Fees:

\$139 – Certificate Program
\$40 – Per Individual Workshop

For Registration:

Center for International Trade Development
14745 Riverside Dr., Riverside, CA 92518

Phone: (951) 571-6443 Fax: (951) 653-1051

Information:

<http://rcchelpsbusiness.com/certificate/index.htm>

Name: _____


Company: _____

Street: _____

City/Zip: _____

Phone: _____ Fax: _____

Name on Card: _____

 Or  Number: _____

Signature: _____ Exp. Date: _____